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Bright start to the New Year for travel sector

Theodore Koumelis - 15 January 2013, 12:16

A new survey released by **Marco Polo Travel Publishing** signals good news for the travel industry in 2013, with 92% of those questioned planning to take a break this year.

The survey of over 1,000 adults aged between 16 - 55+, found that despite tightening of belts in uncertain economic times, consumers are still spending money on holidays and consider them a priority. However, results also indicate that people are increasingly very budget aware, and value for money is a key factor in choice of destination.

Key survey findings include:

- 92% of those questioned are planning on taking at least one holiday in 2013
- Nearly 40% said that budget most governed their choice of holiday destination
- Most people are choosing to holiday closer to home, with nearly 75% of those surveyed taking their last holiday in the UK or Europe
- Holidays remain a priority for the majority, with over 70% of those questioned feeling a holiday was more important than a new TV, new gadgets (iPad, Xbox, Smartphones etc) or eating out
- Sun/beach holidays provide the ideal holiday for many (35%), but results also suggest that holidaymakers are looking for more than just lying on the beach, with culture (22%) and sights of interest in the area (29%) also key factors in choice of holiday destination
- The internet and travel guides are the most popular sources of travel information, with personal recommendations from friends and family also considered very important
- Smartphone apps still have a way to go before becoming the 'go to' source of information, with only 8.3% of those questioned using them as a source of travel info.

“This survey is encouraging news for the travel industry this year and shows that the majority of people still consider an annual holiday to be a priority”, says **Ian MacDonal**d, Managing Director of Marco Polo.
“However, value for money is a key consideration. Consumers are becoming increasingly budget conscious and prepared to shop around. It’s also encouraging to see that consumers still value printed travel guides as a useful source of travel information – printed guides are here to stay for some time to come.”

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